Wildlife tourism – friend or foe?

The next 30 min....
1. Concept of tourism
2. Ecotourism
3. Hunting tourism
4. Economic impact
5. Tourism and protected areas
6. Conclusions
Who believes that she/he came as a tourist to this workshop??

Tourism: the concept

Tourism is the act of travel for predominantly recreational or leisure purposes, and also refers to the provision of services in support of this act.

Tourists are people who "travel to and stay in places outside their usual environment [...] for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

The distance between a place of origin and a tourism destination is immaterial to this definition.

(UN World Tourism Organization)
Tourism has become a global leisure activity.

There are about 950 million international tourist arrivals and there is a long term growth of over 5% annually.

International tourist receipts were **USD 900 billion** in 2007!!!

Tourism produces **5% of the world’s GDP** and employs over **200 million people worldwide**.

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Due to the great environmental impact of mass tourism (tourism destroys its own attractions) sustainability has become an issue.

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.”
Nature Tourism

- economically beneficial as it may be, it is neither necessarily sustainable nor "eco"
- It can have a major negative impact upon the eco-system it uses through over-utilization
- It is therefore not justified to call it generally "non-consumptive", as it is often done in order to differentiate it from hunting, which is then termed "consumptive"

Eco-Tourism

- can be defined as responsible travel to natural areas that conserves the environment and improves the well-being of local people
Ecotourism

- Ecotourism is NOT conservation, but sustainable use of biodiversity (like organic agriculture or certified forestry). It supports conservation.
- Wildlife in tourism situations requires MANAGEMENT – “no touch” policy can be damaging.

Eco-Tourism

It should follow principles as:
- minimize impact
- conserve biological diversity
- build environmental and cultural awareness and respect
- provide positive experiences for both visitors and hosts
- provide financial benefits and jobs for local people
- raise sensitivity to host countries’ political, environmental, and social climate
- avoid waste and pollution
Many “ecotourism” projects are not meeting ecological or social standards (as set e.g. by the Global Ecotourism Society)

Often local communities suffer and some argue that this by far outweighs the economic benefits

Eco-Tourism: critique

- It often causes conflict and changes in land-use rights, fails to deliver promises of community-level benefits, damages environments, and has plenty of other social impacts
- several researchers insist that nature-tourism/”eco-tourism” is neither ecologically nor socially beneficial, yet it persists as a strategy for conservation and development
Advantages of Nature-Tourism:

- one of the few opportunities to utilize protected areas
- The demand from wealthy countries to visit such places grows faster than normal tourism
- It is proven that such tourism can greatly contribute to the GDP growth, creation of jobs, etc., and that it can finance the support of the protected areas themselves

Advantages of Nature-Tourism:

- However, this does not necessarily happen!
- Certain conditions must be given and certain policies must be persecuted
Conditions

- political stability
- good and cheap international flight connections
- accessibility of nature attractions (roads, communication);
- accommodation, food and services at a certain level
- nature must not only be ecologically important, but must also be attractive (rare animals which can only be seldom seen like the snow leopard are not suitable) and easily be observed

These conditions determine the number of visitors and their willingness to pay!

Policies

- regulations and accreditations
- proper legal framework which has to be implemented
- environmental protection strategies, management plans, environmental audits
- local control and ownership
- guidelines and education
- retaining of %age of revenues for conservation
- licenses etc. must be given out by tenders and market competition, not by corruption

These policies determine whether or how much the nature tourism impacts (negatively) the environment and biodiv.
Very often due to a lack of proper management, bad marketing and improper pricing structures the benefits for the local populations and the returns to the protected areas are unsatisfactory or non-existent. There are examples where tourism in national parks does not even cover the variable costs!
Nature-Tourism & Protected Areas

- This means it does neither contribute to the fixed costs of the national park (its establishment) nor to the variable costs of tourism.
- The latter are the costs which would not occur without tourism (e.g. tourism roads, outlooks, tourism guards etc.).

Nature-Tourism & Protected Areas

- Due to the high costs of maintaining protected areas (not even considering the opportunity costs) only in very rare cases tourism generates enough revenue to cover the costs.
- Example: Tanzania has 13 national parks amongst them many natural wonders like the Serengeti.
Only 4 NPs earn more than they cost and they have to subsidize the other parks.

The largest income earner is the Kilimanjaro mountain and this is a very special case, as many tourists climb it and the fees are high.

Tourism will only finance a limited percentage of the costs of protected areas in Southern Caucasus and Central Asia.

In some cases tourism might not even cover the direct costs of tourism itself.
Nature-Tourism & Protected Areas

Additional sources of financing are indispensable:

- government/public budgets
- privatizing
- international development assistance
- international NGOs
- Conservation Funds

Nature-Tourism & Protected Areas

If wildlife and protected areas do not contribute to poverty reduction but instead limit available resources which otherwise could be used to alleviate poverty, then their conservation has no political future!
Hunting Tourism: the Concept

Hunting Tourism: what is it?

- hunting tourism is nowadays practiced on all continents and is of major economic importance for the sustainable management of wildlife
- Many animal welfare organisations are radically opposed, mainly because of a dislike of killing for pleasure, as they see it
Interesting enough, such hunting, provided it is sustainable and benefits conservation as well as local populations, is totally accepted as a best practice by the major international conservation NGOs and by bi- and multilateral development agencies (donors).

- It is increasingly used or promoted in their programmes

- discussions in the public remain polarized
- bad examples of unsustainable hunting tourism are used as negative arguments and
- unfortunately Central Asia has not been short of such examples in recent years
Distribution

- HT is practiced in developed and developing countries alike
- rapidly growing industry despite much negative publicity fuelled with the propaganda and funds of animal welfare groups.
- traditionally of importance in Eastern Europe and Canada, rapidly increasing in Scandinavia

Distribution

- There is little HT in Latin America, except Argentina
- It is illegal e.g. in India and Kenya, both - interesting enough - countries which have experienced a parallel decline in wildlife
Distribution

- In Africa it has played traditionally a big role
- It is presently practiced in 23 sub-saharan countries
- ca. 20,000 hunters/year
- turnover 200 to 300 million US$/year
- Most important countries are South Africa and Namibia.

Hunting Tourism: the product

- Hunting tourism is a business with a specific demand, and shows the same characteristics like all the other forms of tourism.
- The supply is composed of different elements of a trip, namely transfer, service and activities in the destination, accommodation, food and beverage, local mobility as well as the activity itself, which is hunting.
Hunting Tourism: the product

- The hunting activity might be the main purpose of a trip, but nonetheless, it is **only one part** of the entire touristic product
- Only the elements of tourism allow hunters, to hunt abroad
Hunting trip providers can be grouped in two categories:
1. the **tour operators**, which operate in the hunting destination, and
2. the **travel agencies**, which use to operate outside the hunting destination.

Hunting Tourism: the product

- The hunting activity **only one part** of the entire touristic product.
- Pure academic question?
- Think of the economic impact! Don’t look at revenues = sum of license fees
Money Flow in Hunting Tourism

Revenues from HT

<table>
<thead>
<tr>
<th>Region</th>
<th>Hunting Fee/Licenses</th>
<th>Hunting Supply</th>
<th>Hunting trip</th>
<th>other costs</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>700</td>
<td>10.400</td>
<td>5.300</td>
<td>4.200</td>
<td>20.600</td>
</tr>
<tr>
<td>Africa</td>
<td>11.7</td>
<td>0.3</td>
<td>0.6</td>
<td>0</td>
<td>12.6</td>
</tr>
<tr>
<td>Asia</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Europe</td>
<td>2.500</td>
<td>1.481</td>
<td>2.470</td>
<td>3.456</td>
<td>9.907</td>
</tr>
<tr>
<td>Northern Europe</td>
<td>7.8</td>
<td>39.2</td>
<td>-</td>
<td>92</td>
<td>139</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Central Europe</td>
<td>518.2</td>
<td>229</td>
<td>89.5</td>
<td>404</td>
<td>1240.7</td>
</tr>
<tr>
<td>Western Europe</td>
<td>91.9</td>
<td>44.7</td>
<td>50.5</td>
<td>47.9</td>
<td>235</td>
</tr>
<tr>
<td>Russia</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Australia</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>sum</strong></td>
<td><strong>3.211.7</strong></td>
<td><strong>11.881.3</strong></td>
<td><strong>7.770.6</strong></td>
<td><strong>8.266</strong></td>
<td><strong>31.129.6</strong></td>
</tr>
</tbody>
</table>
### Revenues from HT

<table>
<thead>
<tr>
<th>Region</th>
<th>Locals</th>
<th>Non - Residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>610</td>
<td>-</td>
<td>610</td>
</tr>
<tr>
<td>United States</td>
<td>20.600</td>
<td>-</td>
<td>20.600</td>
</tr>
<tr>
<td>Africa</td>
<td>452</td>
<td>130</td>
<td>582</td>
</tr>
<tr>
<td>Asia</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
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<td>1.000</td>
<td>-</td>
<td>1.000</td>
</tr>
<tr>
<td><strong>sum</strong></td>
<td>32.569</td>
<td>130</td>
<td>32.699</td>
</tr>
</tbody>
</table>

#### Example Expenditure in North America:

- **Hunting**: 20.6 billion US $
- **Watching**: 38.4 billion US $
- **Fishing & Hunting**: 13.6 billion US $
- **Fishing**: 35.6 billion US $

### Revenues from recreational hunting

- **US**: 700 million US $ for Conservation
- **Sweden**: 43 million US $ for Conservation
- **Europe**: approximately 100,000 jobs
- **Canada**: 14,200 jobs
Hunting Methods

- Form of hunting depends on traditions and practices of host country, but also on demand and expectations of guests
- mainly a kind of “trophy” hunting, but also the “joy/experience” of hunting, good shooting (eg driven shoots for birds) as such and the experience can be the aim of the hunters

Good marketing approach!

“After all, it is through understanding that your African hunting trip will become an experience you will never forget. We place the greatest emphasis on quality and experience rather than the number of trophies.”
Hunting Methods

- Special problems:.....

Bad examples not restricted to Africa....
Hunting Tourism as Conservation Tool

- In Africa it has played traditionally a big role
- It is presently practiced in 23 sub-saharan countries
- ca. 20,000 hunters/year
- turnover 200 to 300 million US$/year
- Most important countries are South Africa and Namibia.

Hunting Tourism as Conservation Tool

- can generate relatively high revenues with low off-take (most lucrative form of hunting!)
- modest off-take required to ensure high trophy quality and consequently hunting in the future; insofar self-regulatory
- This works only, if the same operator manages an area for a long time; otherwise he makes a quick buck, as he has no long-term interest.
Financial incentives for conservation

- such hunting can generate more per land unit than competing land uses
- has proven as a powerful incentive to put land under wildlife management
- best example: South Africa, with nowadays more than 10,000 game ranches;
- before, this was degraded land. Game is back on land where it became extinct several hundred years ago;

Hunting Tourism as Conservation Tool

- Game suddenly gets a value
- Southern Africa: If a farm was on sale 30 years ago it was of disadvantage if there was game on the farm, as this was a cost only
- nowadays it is an asset, as it has a value!
- In general: moderate off-take of old males which are mostly beyond reproductive age could provide necessary funds for PAs!
Example: the Selous Game Reserve
(Tanzania)

Hunting was developed as a tool for wildlife management.
Revenue led to almost a self financing of the Selous Game Reserve.
Revenue afforded anti poaching campaigns.
Awareness building took place – poaching decreased.
Increasing of wildlife population in the Game Reserve.

<table>
<thead>
<tr>
<th>2001</th>
<th>Hunting Tourism</th>
<th>Photo-Tourism</th>
<th>Sum Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number (n)</td>
<td>482</td>
<td>4,802</td>
<td>5,284</td>
</tr>
<tr>
<td>Revenue ($)</td>
<td>3,612,000</td>
<td>299,000</td>
<td>3,911,000</td>
</tr>
<tr>
<td>Revenue/ Tourist ($/n)</td>
<td>7,512</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>Revenue for the state ($)</td>
<td>1,801,000</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Revenue for the Selous ($)</td>
<td>1,811,000</td>
<td>299,000</td>
<td>2,110,000</td>
</tr>
<tr>
<td>Proportion (%)</td>
<td>86</td>
<td>14</td>
<td>100</td>
</tr>
</tbody>
</table>

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Hunting Tourism as Conservation Tool

- If photographic tourism develops into mass tourism it outcompetes HT financially

BUT:

- then it “consumes” more nature than HT does, which does not need investments like hotels and roads; contrary, it needs unspoilt nature
Hunting Tourism as Conservation Tool

- HT can flourish in countries/regions not frequently visited by conventional tourists, due to the security situation, the inaccessibility, harsh climate or generally low wildlife numbers.
- HT does not exclude other forms of resource use, as a national park, for example, does. People can continue to graze, collect firewood etc.

Hunting Tourism as Conservation Tool

- Even other forms of tourism are possible at the same time.
- Of course, a certain management is necessary, as conflicts can arise.
- HT generates high revenues from a low number of hunters: Ordinary tourism business needs about 100 tourists to generate the comparable turnover of one single tourist hunter.
Hunting Tourism as Conservation Tool

- The presence of professional hunters and hunting operators help to reduce poaching.
- Therefore, in some well managed hunting blocks the game populations are much higher than in comparable national parks.

Sustainable tourism management:

- Business Travel
- Beach Tourism
- Rural Tourism
- Nature Tourism
- Cultural Tourism
Criteria of Nature’s Best

1. Respect limitations of destination (minimise environmental and cultural impacts)
2. Support the local economy
3. Environmental-friendly operation of the company
4. Contribute actively to conservation
5. Promote the joy of discovery, knowledge and respect (educational + quality criteria)
6. Quality management, including safety measures

Way forward...

- There is no single proposal, no quick remedy to alter the situation!
- However, a serious effort has to be made, as otherwise there is soon no game anymore to be hunted
- It is also possible that consumer countries make the import of trophies more difficult or even impossible, if present trends persist
Way forward...

What might have not been mentioned yet:

- We need an overview of the market!
  
  (Concrete proposal: FAO/CIC to do a study on the supply side of hunts from the regions in Europe and the USA including prices; CIC-TGC/author V. Booth has just finalized such a study for African hunting states)

Way forward...

- Give hunting operators long leases, if they perform according to sustainable principles
- Develop incentive measures for good performance of concessioners, local government administrators and rural people instead of sanctions for poor performance
Way forward...

- Look into ensuring “Best Practice”-operations; test “standards/PCI/certification”
- Study experiences in countries where HT is practiced successfully
- Give user rights to local communities and allow them to benefit from wildlife

Conclusions

1. A solid financial basis is more important for the success of biodiversity strategies and protected areas of all kind than most people think
2. (Photographic) Tourism is one important pillar, but is nearly everywhere unable to provide a full coverage of costs; in the countries present here this is all the more the case
Conclusions

3. One should always try to find a finance mix and use all instruments as long as they are not environmentally negative.

4. In many cases + situations sustainable hunting tourism is a tool which can complement photo-tourism successfully (win-win-situation with synergetic effects!) and can contribute to the provision of the necessary revenues.

Finally...
“My question is: Are we making an impact?”

The concept of “Sustainable Development”

Guidelines on Biodiversity and Tourism Development

Tourism

Use of Biodiversity

Hunting

Tourism

Use of Resources

“ADDIS ABABA” Principles and Guidelines for the Sustainable Use of Biodiversity

European Charter on Hunting & Biodiversity
Several organizations developed guidelines (UNEP, IYE 2002’s Quebec Declaration, WWF, TNC, CI, CMS, Ecotourism Australia, TIES).

**Wildlife Watching & Tourism**

- CMS/TUI publication
- 3 key questions
  - Wildlife watching compatible with conservation?
  - Is there a realistic demand for tourism managed with these restrictions? Feasibility and business plans to meet expectations
Wildlife Watching & Tourism

- CMS/TUI publication
- 3 key questions [ctd.]
  - How can local communities and stakeholders benefit from this tourism?

And: How to control tourism beyond limits of acceptable change? What are the alternatives?
Wildlife Watching & Tourism

Conclusions:

- Research on impacts of tourism on ecosystems
- Improve guide training, visitor education, planning and management capacities